



# Dr. Tasha Eurich

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## INFLUENCE WITH INSIGHT: How Self-Awareness Ignites Sales

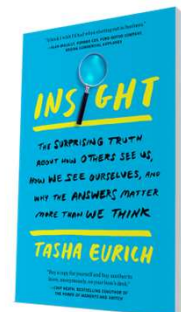
**Focus:** Why self-awareness is the foundation for sales and customer effectiveness; simple, practical ways to increase self-awareness and become an influential, effective, quota crushing force.

What does it take to turn potential customers into enthusiastic evangelists? In sales, it's common to focus on things like prospecting and closing. But studies show the real secret is more nuanced: recognizing and responding to customers' emotional needs. And, according to science, **the surest way to connect with customers is to focus on the (surprisingly learnable) skill of self-awareness.**

In competitive environments, **top salespeople don't "just" grow their book of business—they also grow themselves.** Because getting and staying ahead requires confronting blindspots, questioning assumptions, and understanding our impact on others. Drawing on her groundbreaking scientific research and 20 years experience as an elite executive coach, Tasha helps audiences **grow their self-awareness and become powerful, quota-crushing forces.**

### Sample Objectives

- A. The competitive advantage of self-awareness for performance, influence, sales outcomes, & more (+ **why we're not as self-aware as we think**).
- B. The **surprising truth about how others see us**, & why it matters more than we know.
- C. A step most salespeople skip when **uncovering customer needs**.
- D. Techniques to **stay level-headed in difficult sales situations**.
- E. Tools to take charge of your success by **seeking actionable feedback**.



### Value for Participants

- 1. Dare to be better to **ignite growth & sales**.
- 2. Feel reenergized & ready to **conquer challenges like champions**.
- 3. **Keep focused on what matters most** (+ waste less time on what doesn't).
- 4. **Improve interactions & relationships** with customers and colleagues.
- 5. Deepen **connection, collaboration, & communication** in your sales team.

### Ideal Audiences

Sales conferences & kickoffs; Direct sales meetings; Sales & business development teams; Procurement professionals; Inside sales teams; Customer experience teams. **Tasha is passionate about offering customized content, messaging, and data for every audience.**

